

DEPARTMENT: Environmental Services

REPORTS TO: Community Relations Manager

SUPERVISES: None

DEFINITION:

Serves as a public relations coordinator for a department and its divisions by coordinating and implementing communication, outreach and promotional strategies for projects, events, department goals and purpose. Provides a variety of technical and informational assistance to the public regarding major programs and projects within the department.

DEFINING CHARACTERISTICS:

The Information Specialist differs from the Program Technician in that the primary focus of the job functions is on Public Relations and Outreach rather than technical aspects of a program. The Information Specialist differs from the Administrative Analyst by the absence of program administration responsibilities, planning and higher level analysis and evaluation of programs.

ESSENTIAL JOB FUNCTIONS – (Any one position may not include all of the duties listed nor do the listed examples include all tasks which be found in positions of this class.)

Coordinates and implements outreach activities for department and divisional programs, projects and events.

Coordinates and implements communication strategies for major construction or development projects. Provides legal and internal notifications. Meets with outside agencies to coordinate scheduling of outreach and public relations activities.

Coordinates, facilitates and presents information to citizen groups.

Provides information to the public and the media promoting communication between the department, citizen groups and the general public. Facilitates citizen participation in events and projects that impact the public.

Performs research to provide information to management regarding department projects and activities. Upon request, writes technical reports requiring analysis.

Responds to inquiries, written, by telephone, or in person regarding a variety of issues relating to the department and department programs.

Writes and produces a variety of written communication material including press releases, event announcements, pamphlets, informational handouts on department activities, events and programs. Edits material submitted by other staff.

Assists in coordination of the content of the department web site and recommends the criteria for standardized web pages. May trains others on web software and protocol.

OTHER JOB FUNCTIONS

Performs follow up work related to the completion of the mid county sewer project.

WORKING CONDITIONS:

Duties are performed in an office environment sitting at a desk or standing at a counter.

QUALIFICATIONS:

Knowledge of:

- Public relations principles and practices.
- Department programs and projects.
- Laws, rules and regulations applicable to assigned activities.
- Department procedures, policies and terminology.
- Customer service and telephone etiquette.
- Computer software programs, databases and websites.
- English grammar and composition.

Ability to:

- Communicate technical and non-technical information effectively, both orally and in writing to diverse audiences.
- Prepare and make written and oral presentations.
- Design and write promotional/informational materials.
- Facilitate public meetings.
- Coordinate, organize and implement multiple projects simultaneously.
- Plan and develop comprehensive public information strategies.
- Coordinate small and large events involving public participation.
- Research and resolve problems and discrepancies related to customer issues.
- Promote and maintain cooperative working relationships with community leaders, the public and city staff.
- Physically perform the functions of the job.

Education and Experience -- Any equivalent combination of education and experience which provides the applicant with the knowledge, skills and abilities required to perform the job. A typical way to obtain the knowledge and abilities would be:

A four year college degree or two years with equivalent experience. Communications coursework preferred with two years of progressively responsible experience working with the public.

Licenses, Certificates and Other Requirements

Valid driver's license.

Approved: 7/1/92

Revised 10/4/02, 3/12/04

Union Code: GU

FLSA Status: NE